Program Objectives

1. Open Innovation and Business Model Innovation
   Lean Startup Theory and Corporate Practice

2. Business Model Canvas and Customer Development
   External Customer Interviews, Round 1

3. Your Business Model and Internal Customers:
   Aligning Power and Politics
   Case Presentation

4. Refining the Business Model Canvas
   Business Model Canvas Revisions

5. How to Design an Effective Integration Plan for Your Venture
   Second Revision of Business Model Canvas

6. Synthesis and Barriers to Overcome
Program Objectives

1. Open Innovation and Business Model Innovation

- Differentiate between an open and closed innovation system
- Discuss the business model improvement continuum
- Examine the differences between a startup vs a big corporation

EXERCISE

*Lean Startup Theory and Corporate Practice*

- Compare different organization structures and strategies
- Identify different types of corporate innovation
- Describe the lean startup process

*This is a sample of the program topics. Objectives are subject to change.*
Program Objectives

**CORPORATE BUSINESS MODEL INNOVATION**

1. Understand the value and use of the Business Model Canvas
2. Identify customer discovery practices
3. Define customer interview best practices

**EXERCISE**

*External Customer Interviews, Round 1*

Application Work: Apply customer interview best practices by conducting interviews with real customers

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Your Business Model and Internal Customers: Aligning Power and Politics

- Understand the role power plays in impeding or supporting innovation
- Assess where power sits in your company
- Identify strategies to build power for innovation

EXERCISE
Case Presentations from selected company Corporate Innovation executives

Describe how large companies successfully use lean startup methodology to support innovation

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Program Objectives

CORPORATE BUSINESS MODEL INNOVATION

Evaluate the three categories of metrics important to innovation efforts

Use methodologies to apply each of the three metrics to your innovation efforts

EXERCISE
First Revision of Business Model Canvas & 2 Minute Report-Outs

Work with a team to analyze and modify a Business Model Canvas

Prepare an engaging presentation of your findings

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Program Objectives

5 How to Design an Effective Integration Plan for Your Venture

Analyze strategies for successful business model innovation

Create new venture business model canvases utilizing these strategies

EXERCISE

Second Revision of Business Model Canvas & 2 Minute Report-Outs

Work with a team to analyze and modify a Business Model Canvas

Prepare an engaging presentation of your findings

*CORPORATE BUSINESS MODEL INNOVATION

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Integrate learnings from the program and plan to successfully implement new methodologies in your organization.